

1. Liga Classic - Group 1 - Monthey vs Chênois

DATE: Saturday, August 23, 2025
LOCATION: Chêne-Bourg, Genève, CH

Event Description

1. Liga Classic - Group 1 - Monthey vs Chênois is a premier sports event in Chêne-Bourg. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 61/100

Expected Attendance: 3,418 people

Event ID: 4pbSxSpwTbLCw7T2RF

Hotel Demand Indicators

ADR Impact Index: 6.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,367 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.